SNY_13156_ALPHA_A4_BRO 24/7/06 10:37 AM Page 1

SONY

Sony Consumer Products Group,
Registered Head Office:
Sony United Kingdom Limited,
The Heights, Brooklands,
Weybridge, Surrey, KT13 0XW.
Company No. 2422874.
Registered in England.

SONY

α100
Digital SLR Camera

The "α" symbol is pronounced "Alpha"

'Sony', 'like.no.other', the α logo, Bionz, Super SteadyShot, Memory Stick, Memory Stick PRO Duo/Memory Stick Duo and their logos are trademarks of Sony Corporation, Japan. All other trademarks are acknowledged. Whilst the information is true at the point of production, small production changes in the course of the Company's policy of improvement through research and design might not necessarily be indicated in the specification. Subject to errors, design and technical changes.

Dynamic Range Optimiser Advanced mode uses technology provided by Apical Ltd.

Microsoft®, MS, and Windows® are either registered trademarks or trademarks of Microsoft Corporation in the United States and / or other countries. Windows 2000 Professional is an abbreviation for Microsoft® Windows® 2000 Professional operating system. WindowsXP Home Edition / Professional is an abbreviation for Microsoft® Windows® XP Home Edition / Professional.

Apple, the Apple logo, Macintosh, iBook, iMac, eMac, iPod, PowerBook, and MacBook are registered trademarks of Apple Computer, Inc. Additional company and product names may be trademarks or registered trademarks and are hereby acknowledged.

like.no.other™

SNY_13156_ALPHA_A4_BRO SIZE: 210mm x 297mm C M Y K PANTONE 1655